



**CITYCON**  
CREATING  
GREEN



## Dear Reader,

*Citycon is an active owner and long-term developer of shopping centres. We want to create successful retail premises in adherence to the principles of sustainable development. In 2009, Citycon launched an environmental programme aimed at reducing the environmental impact caused by our business activities, improving the company's processes, and implementing these objectives in the day-to-day operations of our shopping centres.*

*Responsibility stems from openness and transparency. In this booklet, 'Citycon Creating Green', we want to provide guidelines on responsible operations for our tenants in shopping centres, our employees and our*

*partners. It is an easy to use guide to the targets, nature and means of fulfilling our environmental and social responsibilities. We also want this booklet to provide practical tips towards more environmentally-friendly operations.*

*There is plenty of room for improvement for us, too, as environmental responsibility has not yet been fully implemented throughout our shopping centres. We challenge everyone working in our shopping centres to join our collective effort. Welcome to a market place where individuality, community involvement and responsibility flourish!*

# Strategic objectives of Citycon's environmental responsibility

All shopping centre personnel working together towards the following objectives:

## Climate change

- By 2020, reducing greenhouse gas emissions by 20% compared to the 2009 level.

## Energy

- By 2016, reducing energy consumption (electricity and heating) by 9% compared to the 2009 level.
- Improving energy efficiency.
- Identifying solutions that utilise renewable energy.

## Water

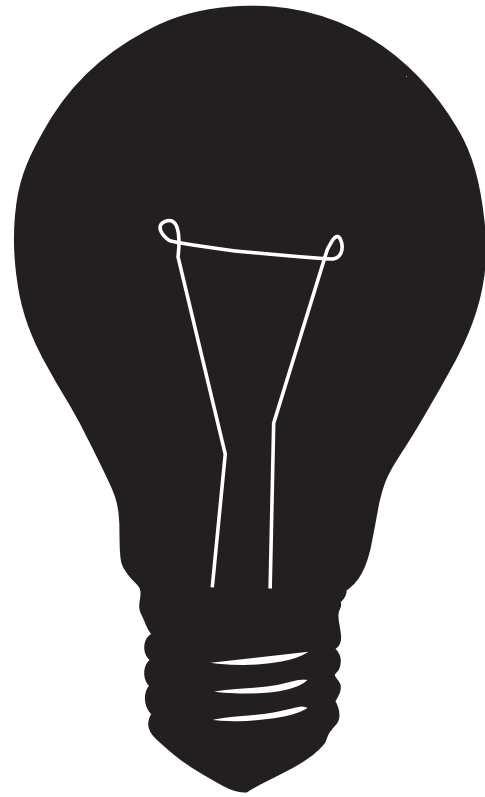
- Reducing water consumption to approximately 3,5 l/visitor/year.

## Waste management

- By 2015, achieving a waste management recycling rate of at least 50% in our shopping centres.
- By 2015, reducing the share of landfill waste to a maximum of 30% of total waste.

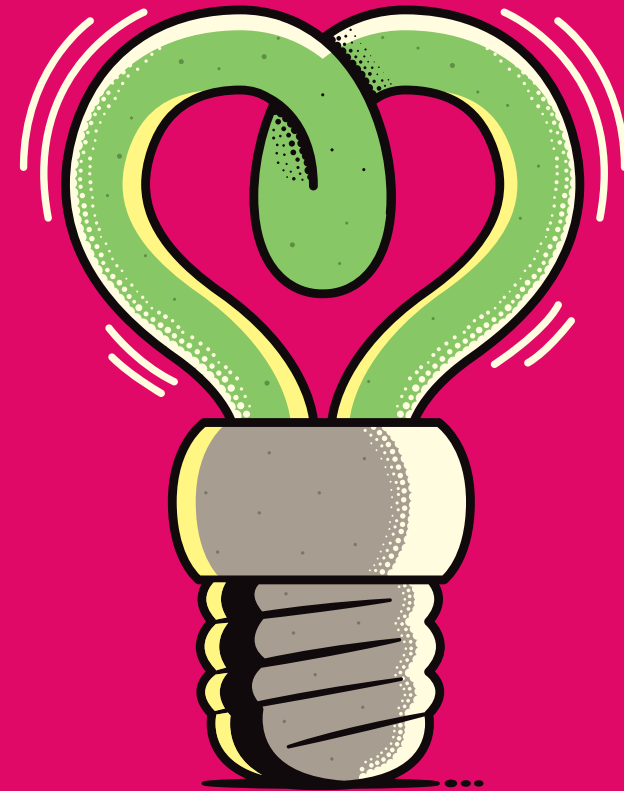
## Land use and construction in line with sustainable development

- All development projects are implemented in adherence to the principles of environmental rating systems.
- Development projects are located in the built environment, and are reachable by efficient public transport networks.



Only a small fraction of the energy consumed by a conventional bulb lamp is turned into light and the majority is emitted as heat. Consequently, a 15 watt energy saving lamp generates more light than a 60 watt bulb lamp, but at the same time consumes 75% less energy.

## ↘ lighting



Lighting in our shopping centres is adjusted according to need, so that electric lighting is used at the right time and in the right place. Whenever possible, we rely on natural light. When lighting fixtures are renewed, we utilise the latest in energy-efficient technologies. In many of our shopping centres, lighting is timer-controlled and equipped with motion sensors.

*Did you know that the lighting solutions chosen for retail premises have a significant impact on the energy consumption of the premises?*



Work-related asthma and allergies have become more common. In addition, there are serious concerns that some of the thousands of chemicals we are in contact with in our daily life cause hypersensitivity.

## chemicals



We will reduce the use of chemicals in our shopping centres. We will choose substances that pose as small a risk as possible to people and the environment. In cleaning, we prefer biodegradable, eco-labelled detergents. We carry out predictive maintenance of our cooling equipment, and manage refrigerants in line with tightening legislation.

*Did you know that in most Citycon shopping centres, over 80% of the cleaning chemicals we use are eco-labelled?*





Transportation consumes energy and natural resources, worsens air quality, generates noise and waste, and requires large areas of land. Transportation accounts for approximately 28% of the carbon dioxide emissions in Europe.

## transportation

Our shopping centres are located in built-up environments, city centres and suburban areas. They are all well connected to public transportation. This is an excellent starting point for environmentally friendly action by all our employees and customers.



*Did you know that the location of a shopping centre directly influences the carbon footprint of a shopping centre visit? The carbon footprint of shopping centre visit can be triple, if the shopping centre is located ten kilometres away from urban areas.*



In Europe, buildings consume over 40% of total energy consumption.

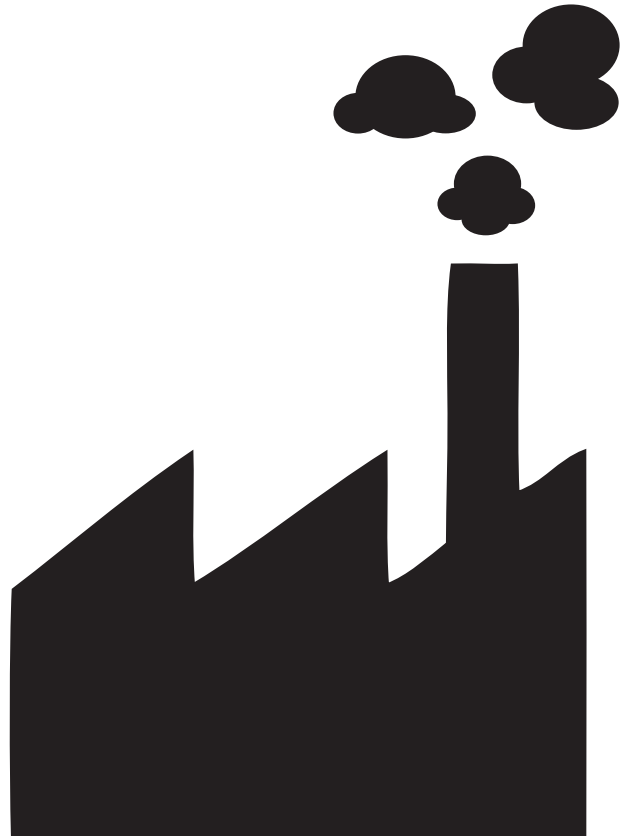
## energy consumption

The energy consumption of a shopping centre consists of electricity use and heating. Both landlord and tenants can easily influence energy consumption by using energy rationally and responsibly. We will plan and implement energy-saving measures specifically for each shopping centre based on consumption data, energy audits and equipment lifecycle analyses.



*Did you know that in 2009, the base building energy consumption of Citycon shopping centres equalled that of roughly 10,200 detached houses?*





The carbon footprints per person in Nordic and Baltic countries are among the largest in the world. If all the people in the world would leave as large carbon footprint, the global carbon emissions would exceed the globe's capacity manifold.

## ↘ carbon footprint

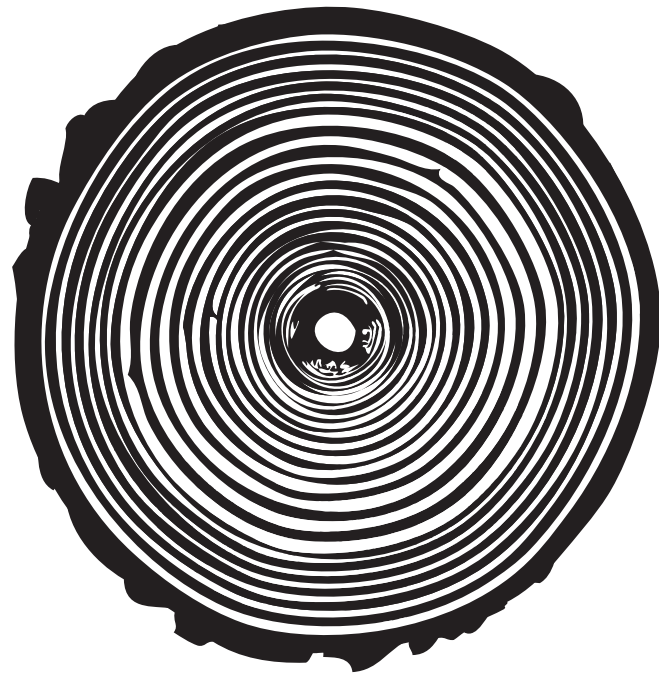


*Did you know that the annual carbon footprint generated by our shopping centres can be offset by planting trees in an area that equals 88 football fields?*

Carbon footprint refers to the impact an individual person, organisation, event or product has on climate warming. The carbon footprint of a shopping centre is affected by how the premises are used, and, specifically, by its energy consumption, and the goods and personnel logistics related to the operations of the centre.

Our shared goal is to take small and light-weight carbon steps in our shopping centres. Since our centres are centrally located and

easy to access using public transportation, their carbon footprint will remain moderate. We will reduce energy consumption in our centres through tailored, precise action that includes, for example, optimising the use of our air conditioning systems, improving heat recovery, and deploying energy-efficient lighting fixtures. We will continue to increase the proportion of green energy in the energy acquired for use in our shopping centres.



It takes approximately one tree to produce enough paper for around 350 newspapers.

## paper consumption



Whenever possible, we use electronic information management and communications instead of paper. In our marketing, we prefer electronic media, posters and audio and outdoor advertising to traditional paper-based direct advertising. We avoid unnecessary printing and use eco-labelled paper.

*Did you know that paper can be recycled 5-6 times?*







Each plastic bag is used 12 minutes on average.

## campaigns



*Did you know that the toy collection campaigns organised at Citycon Shopping centres have collected tens of thousands of toys for the use of, for example, local day care centres?*

In our shopping centres, we set up campaigns to promote social responsibility and environmental well-being regularly. These campaigns benefit not only the environment and the local community – including day care centres and schools – but also our customers and everyone employed in our shopping centres. Through these campaigns, we also aim to increase consumer awareness of environmental issues.

Our shopping centre Strömpilen in Umeå, Sweden, was the first Swedish shopping centre where all non-food retailers finished the practice of giving free plastic bags to shoppers. Moreover, the shopping bags sold to customers were eco-labelled paper bags. This initiative has received numerous awards for its pioneering work.







If you shop three times a week, one reusable bag replaces 150 plastic bags each year.

## ↘ waste and recycling



We put major efforts in sorting waste and recycling which give us a double benefit of savings in terms of costs and environment. Both tenants and landlord benefit from the resulting savings. In some of our shopping centres, we also offer our visitors an opportunity to sort their waste at eco stations located in, or close by, the centres.

*Did you know that the global consumption of natural resources is estimated to grow between two and fivefold in the following 50 years?*





**100%**

From well-managed forests

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